1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

Answer: ‘TotalVisits’, ‘Total Time Spent on Website ‘ and ‘Do Not Email’ are the top three variables in my model which contributes most towards the probability of a lead getting converted.

1. What are the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion?

Answer: ‘**Lead Origin\_Landing Page Submission’ , ‘Lead Source\_Google’ , ‘Lead Source\_Direct Traffic’ are** the top 3 categorical/dummy variables in the model which should be focused the most on to increase the probability of lead conversion.

1. X Education has a period of 2 months every year during which they hire some interns. The sales team has around 10 interns allotted to them. So, during this phase, they wish to make the lead conversion more aggressive. So, they want almost all the potential leads (i.e., the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

Answer: By lowering the decision threshold to increase recall, X Education can ensure that more potential leads are contacted during the aggressive conversion phase. Monitoring and adjusting the threshold based on performance data, combined with a strategic prioritization of leads, will help maximize the effectiveness of the sales interns' efforts

1. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So, during this time, the company’s aim is to not make phone calls unless it’s extremely necessary, i.e., they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

Answer: By increasing the decision threshold to focus on high precision, the company can ensure that only the most promising leads are contacted, thus minimizing unnecessary phone calls. This approach will allow the sales team to shift their focus to other productive activities while maintaining the quality of their conversion efforts. Monitoring and adjusting the threshold based on performance data, combined with strategic lead prioritization and targeted training, will help maintain this balance effectively.